

What's Next for Project DeRenne?

As planned, Project DeRenne encompasses five phases of planning and implementation. Phase I is coming to a conclusion and the stage is being set for Phase II, which will include the collaborative creation of evaluation criteria and the development of transportation and land use alternatives, resulting in the selection of a preferred alternative. It is expected that Phase II will begin early in 2009 and run for approximately 10 months. A week long design charrette is planned to occur in the spring.

The Project DeRenne charrette is specifically intended to address many of the community planning objectives identified during Phase I. The results of this effort will include **the development of urban design, land use and branding strategies for properties along the corridor**, as well as a means **to protect and improve the integration with adjoining neighborhoods**. The Project DeRenne Guiding Principles and other supporting information generated during Phase I will be used as the planning foundation for the charrette team.

www.projectderenne.com

Please visit the Project DeRenne website, or contact staff in the Citizen Office at 351-6527.



Happy New Year!



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Second Citizen Workshop a Success

The much anticipated second Project DeRenne public workshop was held on October 21st at Jenkins High School. Approximately 130 people received an update on Project DeRenne planning efforts completed since the first workshop (August 12th) including the development of a set of project Guiding Principles (article on pg 2), the transportation analysis for the corridor, and evolving plans related to the corridor's land use and urban form.

Following the presentations, those in attendance were encouraged to work to complete 2 tasks to help determine what the DeRenne Avenue corridor could look like.

First, everyone completed a visual preference survey which helped to convey participant's individual design preferences for urban design and architecture.

Below are a few elements identified as being important for Project DeRenne.



Travel Modes



Sidewalk Placement



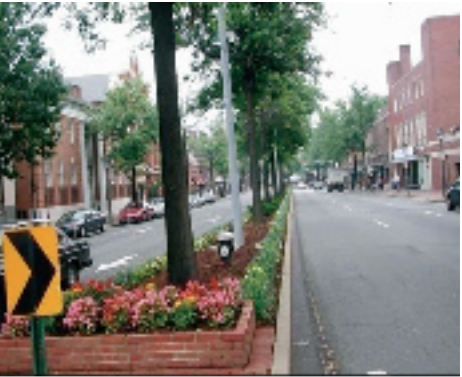
Building Placement & Orientation



Commercial Signage



Building Architecture



Landscape Median



Citizen Workshop (cont. from front page)

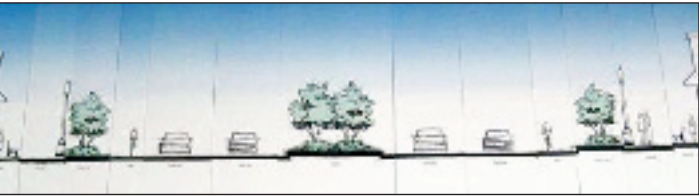
Next, participants worked with project facilitators from the Steering Committee and Project Advisory Committee to develop their own version of a roadway cross section for DeRenne Avenue.



These individual cross sections communicated preferences for roadway elements such as sidewalks, medians, landscaping, and travel lanes. This activity resulted in the creation of approximately 85 individual road cross-sections. Upon review, many of these cross-sections shared common design themes.

The relative frequency of the roadway elements represented in the cross-sections developed during the meeting is shown to the right.

Center of Road Treatment	
Landscaped	62%
Left-Turn Lane with Median	18%
Two-Way Left-Turn Lane	12%
Elevated/Depressed	4%
Nothing	2%
Trolley	1%
Roundabout	1%
Number of Travel Lanes	
Two	5%
Four	87%
Six	6%
Bike Lanes	
Yes	68%
No	32%
Frontage Road	
Yes	17%
No	83%
Edge Treatment	
Street Tree	81%
Sidewalk	11%
Planting Strip	5%



One participant's vision for Project DeRenne

Guiding Principles

One of the most significant products generated during Phase I of Project DeRenne are the project's Guiding Principles.

The **Guiding Principles** represent a summary of the core philosophy that will guide Project DeRenne irrespective of changes in goals, strategies, type of work, or leadership.

Given their importance, a significant amount of effort went into their development and formulation, much of which came from meetings with project stakeholders, the Steering and Project Advisory Committees, and most importantly, the citizenry from public workshops and a travel survey. Incorporating all of the cumulative input received throughout Phase I, the Guiding Principles were refined and adopted by the Project Team, the Project Advisory Committee and the Steering Committee as the following six statements:

- Neighborhood Preservation**
Preserve the integrity of existing neighborhoods.
- Local Land Use Initiatives**
Promote implementation of adopted future land use initiatives and promote revitalization of existing commercial properties.
- Beautification and Streetscape**
Enhance visual appearance and promote a sense of place that is representative of the local Savannah character for those entering the corridor.

- Modal Accommodations**
Improve the modal accommodations for alternate travel modes and travel demand management.
- Transportation and Safety**
Improve current and future transportation operations and travel safety.

- Economic Development**
Promote a healthy and sustainable business environment where revitalization of existing commercial properties, redevelopment of strategic locations, & continued reinvestment in healthy businesses is encouraged.

Guiding Principles (cont.)

Progressing into Phase II, which includes the development and evaluation of alternative design concepts, the Guiding Principles will serve as a foundation to those efforts and will be used during the evaluation of future design alternatives for the corridor.

Case Studies

Recognizing that the purpose of Phase I was to fully summarize the existing and future needs and objectives of the DeRenne Corridor, it took some effort for Project DeRenne to walk the fine line between contemplating the future of the corridor versus prescribing it. In an effort to learn as much as possible before moving on to Phase II, the Project Team had the opportunity to study how other cities have dealt with similar challenges associated with balancing the competing needs of mobility and community. The results of that research are published at www.projectderenne.com in the form of Case Studies. The Case Studies explore how other communities have reacted to and sought resolution to circumstances similar to those faced by the DeRenne Avenue corridor. Though none of the corridors are exactly like DeRenne Avenue, you will likely see similar aspects that may offer ideas of what might work well, or "lessons learned" as Project DeRenne moves forward.



Columbia Pike
Arlington, VA



McKinley Avenue Boulevard
Milwaukee, WI



Colfax Avenue
Denver, CO

DeRenne Avenue Improvements

Project DeRenne is not just about traffic, it is about function and curb appeal. The Citizen Office and other City departments took a proactive approach to implement small improvements along DeRenne Avenue. Below are some before and after images depicting the dramatic results of these efforts.

Mowing, cleaning, and trimming of the right of way:



BEFORE AFTER
Installation of a right-turn lane on Montgomery Street:



BEFORE AFTER
Sidewalk reclamation:



BEFORE AFTER
Planting of 15 Crepe Myrtles and 21 Lorapetaliums:



BEFORE AFTER
The City, through these small improvements, is demonstrating its commitment to DeRenne Avenue, today and into the future.